

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



August 13, 2008

Mr. Andrew McAllister
California Solar Initiative Program Manager
California Centre for Sustainable Energy
8690 Balboa Ave. Suite 100
San Diego, CA 92123

Re: California Solar Initiative marketing and Outreach Update

Dear Mr. McAllister:

Decision (D.) 07-05-047 directs the California Solar Initiative (CSI) Program Administrators to provide semi-annual updates to their approved Interim Marketing and Outreach (M&O) plans. On June 13, 2008 the Energy Division received CCSE's Revised 2008 Interim Marketing and Outreach Plan for the California Solar Initiative. Energy Division staff has reviewed these updates, and finds the proposed changes, including the requested \$75,000 budget increase designated to support the solar mapping project in San Diego Territory, reasonable and in accord with both the Decision and overall interim M&O objectives.

In comments filed on July 3, 2008, San Diego Gas and Electric (SDG&E) raised several issues pertaining to CCSE's 2008 M&O Plan. The first issue pertained to CCSE's ongoing use of SDG&E customer data to meet its obligations to the Decision. The Energy Division was not aware of the one-time limit SDG&E asserts was a provision of the customer data procurement for this activity. CCSE does not have to purchase data from SDG&E to issue materials to all of the utility's customers. Instead, CCSE may submit an informal proposal to the Energy Division for reaching utility customers in lieu of billing inserts or use of SDG&E's proprietary data.

A second comment made by SDG&E concerned CCSE's budget for its regional newsletter. Since CCSE's newsletter helps drive regional outreach for the CSI Program, the Energy Division understands this activity is appropriately funded by the CSI Interim M&O budget. SDG&E also commented on CCSE's use of CSI M&O funding for its Rebuild Greener Program, which responded to survivors of San Diego's October 2007 wildfires. The Energy Division notes that some of the San Diego County homes burned in the 2007 fires either possessed CSI reservations or had recently had their PV systems installed and had received CSI incentives for them.

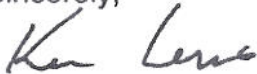
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Lastly, SDG&E commented that the Solar Mapmaking tool was not a M&O activity identified by the Decision. However, such mapmaking technology was in its pilot stages at the time the Decision was written. Staff notes that solar mapping opportunities are completely germane to the focus of interim M&O activities, which emphasize administrative outreach in a way that will facilitate widespread installation of CSI-eligible solar systems. Pilot projects to explore solar mapping provides an opportunity to serve this overall objective, and the information generated with these new tools promises to inform the development of CSI M&O plans in the future. Furthermore, this tool is sponsored in part by the Department of Energy's Solar America Cities Initiative; and CCSE proposes to leverage non-CSI funding for this project.

As useful data is collected through the solar mapping "pilot," CCSE should make this data available to the CPUC and the Program Administrators to better inform future regional and statewide marketing and outreach efforts of the CSI Program.

D.07-05-047 granted the Energy Division authority to approve of Interim CSI M&O plans, updates and expenses. Based upon the Energy Division's recommendation, CCSE's CSI M&O updates and increased budget requests are hereby approved.

Sincerely,



Ken Lewis, Interim Director
PUC, Energy Division

Cc: Andrew Schwartz, Advisor to Commissioner Peevey
Dorothy Duda, Administrative Law Judge
Service List R.08-03-008